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Fifth Session—Twenty-fourth Parliament

1962

# THE SENATE OF CANADA

## PROCEEDINGS

OF THE

STANDING COMMITTEE

ON

# TOURIST TRAFFIC

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WEDNESDAY, APRIL 4, 1962

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The Honourable R. B. Horner, Chairman

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WITNESSES:

CANADIAN GOVERNMENT TRAVEL BUREAU

Messrs. Alan Field, Director; Dan Wallace, Assistant Director and  
H. L. Crombie, Supervisor, Research Section.

ROGER DUHAMEL, F.R.S.C.  
QUEEN'S PRINTER AND CONTROLLER OF STATIONERY  
OTTAWA, 1962

MEMBERS OF THE STANDING COMMITTEE ON TOURIST TRAFFIC

The Honourable R. B. Horner, *Chairman*.

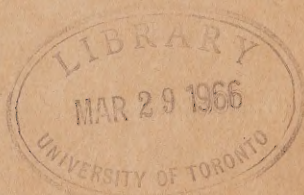
The Honourable Senators

*Aseltine	Crerar	Inman
Baird	Croll	Isnor
Basha	Davies	Jodoin
Beaubien ( <i>Provencher</i> )	Dupuis	*Macdonald ( <i>Brantford</i> )
Bishop	Emerson	Méthot
Bois	Fergusson	McLean
Bouffard	Fraser	Roebuck
Cameron	Gershaw	Smith ( <i>Kamloops</i> )
Connolly ( <i>Halifax North</i> )	Horner	Tremblay—25.

(Quorum 7)

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\*Ex officio member



1061998



## ORDER OF REFERENCE

Extract from the Minutes of the Proceedings of the Senate, Wednesday, 21st March, 1962.

"The Honourable Senator Horner moved, seconded by the Honourable Senator White:

That the Standing Committee on Tourist Traffic be empowered to inquire into and report upon the activities of the various agencies concerned with promoting tourist travel in Canada and that the Committee be authorized to send for persons, papers and records.

After debate, and—

The question being put on the motion, it was—

Resolved in the affirmative."

J. F. MacNeill,  
*Clerk of the Senate.*





## MINUTES OF PROCEEDINGS

WEDNESDAY, April 4th, 1962.

Pursuant to adjournment and notice the Standing Committee on Tourist Traffic met this day at 10.30 a.m.

*Present:* The Honourable Senators: Horner, *Chairman*, Basha, Beaubien (*Provencher*), Connolly (*Halifax North*), Croll, Davies, Dupuis, Fergusson, Gershaw, Inman, Isnor, Jodoin and Smith (*Kamloops*).

*In attendance:* The Official Reporters of the Senate and Mr. L. A. LeBlanc, Administration Branch, Canadian Government Travel Bureau.

On motion of the Honourable Senator Connolly (*Halifax North*), it was Resolved to report recommending that authority be granted for the printing of 800 copies in English and 200 copies in French of the Committee's proceedings.

On Motion of the Honourable Senator Isnor the Honourable Senator Inman was elected Deputy Chairman.

The following witnesses from the Canadian Government Travel Bureau were heard with respect to the Order of Reference of Wednesday, March 21st, 1962:

Messrs. Alan Field, Director; Dan Wallace, Assistant Director and H. L. Crombie, Supervisor, Research Section.

At 12.30 p.m. the Committee adjourned to the call of the Chairman.

Attest.

James D. MacDonald,  
*Clerk of the Committee.*





## THE SENATE

### STANDING COMMITTEE ON TOURIST TRAFFIC

#### EVIDENCE

OTTAWA, Wednesday, April 4, 1962.

Pursuant to the order of reference, the Senate Standing Committee on Tourist Traffic met this day at 10.30 a.m.

Senator H. B. Horner (*Chairman*) in the Chair.

On a motion duly moved, it was agreed that a verbatim report be made of the committee's proceedings on the bill.

On a motion duly moved, it was agreed that 800 copies in English and 200 in French of the committee's proceedings on the bill be printed.

The CHAIRMAN: Honourable senators, we have a quorum. We have with us from the Canadian Government Travel Bureau, Mr. Alan Field, Director; Mr. Dan Wallace, Assistant Director; and Mr. H. Crombie, Supervisor, Research Section. How do you wish to proceed? Would you like to have a general statement from Mr. Field to give us an idea of what the Bureau is doing? Very well, we will hear from Mr. Field.

Alan Field, Director, Canadian Government Travel Bureau: Mr. Chairman, honourable senators, I have a brief statement on the establishment, function, and organization of the Canadian Government Travel Bureau, and with your permission, Mr. Chairman, I will read it for the record:

Establishment: The Bureau was established in July, 1934, upon the recommendation of the Senate Committee on Tourism, after its investigation into Canada's tourist trade.

The first director of the Bureau was Mr. D. Leo Dolan. The present director, myself, was appointed in 1957.

Function: As outlined in chapter 4, Northern Affairs and National Resources Act, section 5 (a):

The duties, powers and functions of the Minister extend to and include all matters over which the Parliament of Canada has jurisdiction, not by law assigned to any other department, branch or agency of the Government of Canada relating to: tourist information and services.

Policy: 1. To encourage tourist travel to Canada, particularly from the United States.

2. To provide a means co-ordinating tourist promotion by the provinces, transportation companies, national, regional and local tourist associations and the federal Government.

Organization: To achieve these ends, the Canadian Government Travel Bureau has established in Ottawa a modern plant for efficient and rapid handling of inquiries; undertakes extensive direct advertising campaigns, and provides free publicity services for newspapers, magazines, radio and television

outlets; operates three year-round offices in the United States—in New York, Chicago and San Francisco; and is in the process of opening a new office in London, England.

**Main Divisions:** The main divisions of the Canadian Government Travel Bureau are: The Travel Information and Operations Division, which provides free travel counselling service by mail, to answer all questions related to travel to and within Canada. This division plans and produces all travel bureau publications, receives and distributes a wide variety of travel literature to individuals planning trips to Canada and distributes in quantity this literature to travel outlets abroad.

**Publicity Division:** The editorial information section obtains as much free publicity about Canada's vacation attractions as possible by providing written and photographic material and editorial assistance to leading travel writers, editors and publishers, and to newspapers, magazines, books and other media in the United States and abroad.

Films, radio and television are used to promote travel. The division conducts liaison with the National Film Board; is responsible for providing prints of films on travel and wildlife to an extensive system of film libraries established in the United States, through which films are distributed on a free basis to schools, service clubs and other groups; offers free use of Canadian films to television stations; co-ordinates activities of the Canadian Travel Films Committee.

**Research, Markets Services and Statistics Section:** This section carries out surveys of advertising media and travel markets; collates, indexes and prepares statistical information.

**Administration Section:** Maintains office services and administers accounts, personnel, salaries and estimates; is responsible for typing and stenographic pool and general purpose clerical staff.

**Field Offices:** As mentioned before, these are now established in New York, Chicago and San Francisco; and the one in London, is now in the course of preparation.

**Value of Canada's Tourist Industry:** Travel earnings from visitors to Canada reached a new record high in 1961, when the total income, estimated by the Dominion Bureau of Statistics, was \$473 million. Canada's tourist industry climbed from third place in 1959 to second place as an export commodity in 1960, surpassed only by newsprint, which earned for the Canadian economy a total of \$757 million. Travel is now ahead of wheat, which in the last year earned about \$410 million, the second export earner in 1959.

United States expenditures in Canada increased by \$24 million in 1960, the last year for which official figures have been issued, to reach a record \$375 million, again exceeded in 1961. In fact, we believe this has been considerably exceeded in 1961, according to the advance estimates by D.B.S.

Overseas expenditures—that is, by countries other than the United States—in Canada moved up to \$45 million in 1960, \$5 million above the 1959 total and \$17 million more than in 1956. On the other hand, spending by Canadians on travel to all countries reached \$633 million in 1961, as estimated by D.B.S. The net deficit on this travel account with all countries in 1961—and this is also an advance estimate—was \$160 million, a decrease of \$47 million from 1960.

Now, just a brief word about the role of the travel bureau. The task of the Canadian Government Travel Bureau is to endeavour to increase travel income in Canada and to provide the most efficient service to all potential visitors to Canada. In 1961 the bureau and its offices handled about 900,000 inquiries from prospective tourists. In the past few years the bureau has taken positive steps to strengthen and improve its internal and



external organization, to increase its advertising and promotional effectiveness, and to initiate new and vigorous advertising campaigns. It has encouraged a greater degree of co-ordination of efforts at the annual Federal-Provincial Tourist Conference, has supported and maintained its membership in national and international travel organizations, and has provided leadership towards expansion and improvement of Canada's tourist industry.

Senator CROLL: Did I hear you say that the act originally was passed having as its immediate purpose the attracting of U.S. tourists?

Mr. FIELD: The travel bureau has never had an act of its own. The bureau has no statute of its own. It was established on a recommendation of the report of a Senate committee in 1934.

Senator CROLL: Yes, but I think you said something about particularly attracting U.S. tourists.

Mr. FIELD: The policy of the bureau is to encourage tourist travel to Canada, particularly from the United States.

Senator CROLL: That is the point I was getting at. Has that direction changed in recent years?

Mr. FIELD: Yes, it has changed in the last year, because for the first time the bureau has been given authority to enter into direct promotion in Europe, by the establishment of the office in London.

Senator CROLL: When you say London, does that mean Britain? What about the continent?

Mr. FIELD: We have as yet no recommendation before the department about opening other offices in Europe. The first office will be opened in London.

Senator DUPUIS: It has not opened yet?

Mr. FIELD: No. We hope it will be opened early in the summer, we hope some time in June.

Senator ISNOR: The United States would still be a natural market for us, with 180 million people.

Mr. FIELD: Yes, and we shall never forget that.

Senator ISNOR: I do not know what Senator Croll has in mind, whether he disagrees with that finding of the committee in 1934, or not, because that is our natural market there.

Senator CROLL: In 1934 it was our natural market, but in view of the number of continental people who are travelling, and have travelled in recent years, I should have thought some attempt would be made to attract, in addition to the United States market, those people who have money to spend and do a considerable amount of travelling, from Europe, by bringing them here to Canada. That is the thought I had in mind.

Mr. FIELD: I think we can say that the bureau and the department has been in favour of this—that is, of extending its activities to the United Kingdom since that country lowered or did away with the currency restrictions on travel to Canada. But it was only in the current estimates—the estimates for 1962-63, which are in the blue book—that the bureau has had approval for extending its operations into Europe.

Senator CONNOLLY (*Halifax*): Have you any figures to show the number of British people who have come to this part of the world in the last 10 years?

Mr. FIELD: We could get these from the D.B.S.; I am not sure we have them now. Perhaps Mr. Crombie, our research supervisor, has the figures.

Mr. H. Crombie, Supervisor Research Section, Canadian Government Travel Bureau: According to the D.B.S., last year from the British Isles the number of people who travelled to Canada was in excess of 40,000, about 45,000. That



is from the British Isles alone. Not all of those came direct to Canada, but some came across the border from the States, on a joint visit to the two countries. The total number of overseas visitors amounted to about 75,000 last year, both direct and indirect.

Senator DUPUIS: Have you any statistics showing the number of tourists from Europe, the continent, by countries, like France and Germany?

Mr. CROMBIE: Yes, that is broken down. Would you like those figures, sir?

Senator DUPUIS: I think it would be of interest.

Mr. CROMBIE: I can only give you the figures that the D.B.S. has given us for 1960, but we could go back to previous years for you. These figures are for the latest year, 1960. From the United Kingdom it was 25,851—say, 26,000. From the other Commonwealth countries the total was 4,964—say, 5,000. From Europe by individual countries: Germany, 3,878; the Netherlands, 3,694—

Senator DUPUIS: When you say "Germany," that is West Germany?

Mr. CROMBIE: Yes, that is correct, West Germany.

Senator CONNOLLY (*Halifax North*): What percentage of those people came directly for tourist purposes?

Mr. CROMBIE: Perhaps I might give just another figure, senator. I have another leading figure: France, 2,282. Those are the main countries. Below those countries, starting with Italy, the figure is 700, and then it peters down to the fifties. The figures I have just given are for direct entries into Canada. In 1960 the total came to 47,885. Earlier I said the figure was 45,000, but I was out 3,000. There is, however, a figure of 27,000 who crossed the border from the United States. D.B.S. has the figures broken down by countries or areas: tourists and visitors from the United Kingdom are about 52 per cent of the 26,000 that I mentioned. Over one-half of these people come as tourists and visitors.

Senator DUPUIS: I suppose the remainder come here on business?

Mr. CROMBIE: They are professional, business, clergymen, students, diplomats, members of the armed forces, entertainers and so on. Does that answer your question?

Senator ISNOR: Roughly speaking that means that out of the 45,000 or 46,000, 25,000 would be tourists?

Mr. CROMBIE: Those are only the direct entries. There are others coming across the American border, another 27,000 coming that way of whom about 14,000 would be tourists.

The CHAIRMAN: Mr. Field, your statement as to the increase in tourist traffic is all very well but we must remember that other countries are enjoying immense increases in tourist travel, brought about by the faster crossings of the ocean and so forth. I am therefore somewhat alarmed that we may not be increasing our tourist traffic as fast as other countries, possibly the United States, where they have an immense increase in the number of Canadians touring that country. I hope that you are keeping in mind that this year there ought to be a great influx of tourists to the western provinces on account of the World's Fair being held at Seattle this summer, a two-hour drive from our Canadian border. I am sure that a great benefit will result if we are able to take advantage of publicity that has been carried in the newspapers recently about Arizona Charlie's Place. That ought to bring an immense amount of travel to Alaska as a result of the attraction of the World's Fair where people will be coming to from all over the world. It would be easy for them to travel across Canada. I often think that we are not doing enough ourselves to prepare for and entertain these people when they do come here. I imagine that the committee would be interested in hearing something of that nature.



Senator FERGUSON: Have we any plans to draw people from the Seattle World's Fair?

Mr. FIELD: Yes, Senator Ferguson, we are conducting quite a heavy advertising campaign on the west coast. A lot of our advertising will go into Seattle and places where these people are staying, to bring them into Canada. We have regionalized our newspaper advertising throughout the United States. In other words, on the west coast, in the papers published all the way from Oregon down to California we are telling readers more often about the western provinces because those people are natural customers for the west. The other provinces receive mention but we emphasize in neighbouring states attractions of provinces immediately adjacent. We believe this is going to bring into Canada a great many people who will be attending the Seattle fair. We have made prominent mention, Mr. Chairman, in our advertising and promotion efforts generally of the many events taking place in Canada this year, including the Dawson City Festival. There is no doubt that the Dawson City Festival has a romantic appeal to Americans who have read the works of Robert W. Service, and I believe that a great many people will come up the Alaska highway by car, and travel by plane, to visit the Yukon.

Senator FERGUSON: You said your advertising in the western United States features the western provinces. But it will be people from all over the United States who will be coming to the World's Fair at Seattle.

Mr. FIELD: That is true.

Senator INMAN: Do not neglect the east.

Mr. FIELD: We certainly are not doing that. The point I was trying to make is that in our general advertising in magazines we make mention of all these events, like the Stratford Festival, the Vancouver Festival. We are trying to make people more interested in these outstanding attractions that Canada puts on each year such as the Calgary Stampede, the Gaelic Mod in Nova Scotia and others. In our advertising adjacent to those provinces we are mentioning these events. Now it is obvious that the great traffic from California is coming up the west coast and is going to be more immediately attracted towards British Columbia and Alberta and the prairie provinces rather than travelling very far to the east. There is a limit to the amount of time people have for travel and we know that there is a median distance they travel.

Senator CROLL: Will the travel bureau have an exhibit at the World's Fair?

Mr. FIELD: No, the travel bureau will not, but a big Canadian Government Exhibition Commission display is going in there. Until the French Government enlarged its plans I think the Canadian display was to be the largest in the Seattle exhibition.

Senator CROLL: Will your department be part of that display? Will you take a fringe benefit from it?

Mr. FIELD: Yes, we will take a fringe benefit from it, but Alberta and British Columbia will probably have a booth there too to distribute literature and we of course will be distributing literature by mail in Seattle and in other west coast cities or mid-western cities dealing with the attractions of the west and the attractions of the Yukon.

Senator DUPUIS: You have quite a display of booklets and literature on the panels. Are some of those booklets designed for that purpose?

Mr. FIELD: I am not sure if we have any Yukon folders here. We have an Alaska highway folder, and a new Yukon folder has been produced, but we do not have it here this morning.

Senator DUPUIS: Are each of these booklets or folders designed for some special purpose?

Mr. FIELD: Yes. We have two general types of booklet and folders. One type is the promotional booklet such as you see in our Invitation to Canada. Then there is another type shown in the centre panel which we call the service booklet. The service booklet answers specific questions about an area, about specific kinds of vacation in Canada, and these service booklets, are less expensive. They are often changed in the course of the year. For example our folder on Events in Canada will have several editions during the year. It is a relatively inexpensive booklet. We try to keep these booklets, like the Events booklet, current as new events are announced and dates given to us.

Senator SMITH (*Kamloops*): Before leaving the matter of the Seattle World's Fair—I am a little confused about what you plan. We will have an extensive Canada display there but will there be personnel there to give information and make personal contact?

Mr. FIELD: Yes, Senator Smith.

Senator SMITH (*Kamloops*): Does your organization plan to supply that personnel?

Mr. FIELD: No, the exhibition people will have personnel there and the two most westerly provinces will probably have booths there.

Senator SMITH (*Kamloops*): Are these provincial activities interlocked with the Canadian display or are they on their own?

Mr. FIELD: I understand they will be close to the Canadian Government exhibit.

Senator SMITH (*Kamloops*): The personnel who will man the Canadian display will play an important part in this whole program, and if that personnel is not being furnished by an organization of experts such as your own, just where will the personnel come from? Will they be properly trained in this particular field and will they be the best people available to render this special service?

Mr. FIELD: Yes. All the provinces have travel counsellors whom they send to these fairs and exhibitions. They are properly trained and can answer all questions concerning local accommodation in each province, and so on. I have seen them in action at various fairs and I am sure that they are competent.

Senator SMITH (*Kamloops*): I do not want to prolong this subject but I am more confused than ever, for I understand the provinces are working on their own, that they will have their own booths and their own personnel. I know that British Columbia will and I expect that Alberta will too. To what extent are the provincial programs being tied in with the overall national program being carried out?

Mr. FIELD: We are not sending people out from the travel bureau. We have no plans at the moment to do so because it is felt that the main booth will carry the message about Canada, and the provincial travel offices will have their own people there. What we are endeavouring to do is divide the responsibilities for covering these things so that we are not all trying to do the same thing at once.

Senator ISNOR: Are you through, Senator Smith?

Senator SMITH (*Kamloops*): I am not satisfied yet that we are going to get the best results. Possibly it is because I do not understand the overall program. I take it that the federal contribution is going to be in the form of a display. I think I am right in saying that at such fairs and exhibitions immense value is obtained from the personal contact between the counsellors and the fair goers. People like to seek personal advice and they acquire more benefit from



this usually than reading material or looking at a mechanized display of some kind. Is the matter of personal contact being left to the provincial bodies to take care of?

Mr. WALLACE: If I might speak to that, Senator Smith, this is an area in which the provincial people can do a better job than ours because they know their own provincial programs and problems more intimately. In British Columbia, for instance, there is a great deal of organization going forward to provide accommodation for visitors to the Seattle fair. They are doing a very active job in connection with the spill-over from Seattle. Seattle is already very fully booked. They are going to bring in ships and provide other accommodation, of course, but a great number of Fair visitors are going to the Fair or returning via Canada. In our advertising program we are also concentrating on the Trans-Canada highway, trying to persuade American visitors to go to the Fair by way of Canada or to return home by way of Canada. Our offices in the United States, particularly in Chicago and New York, are stressing this promotion. Our office in San Francisco is working heavily on the promotion of Canadian trips following the Fair, going on to British Columbia, Alberta, Saskatchewan, and our national parks, or into the Yukon or Northwest Territories. We are advised that active work is being done in Vancouver along those lines, and we are told that accommodation in Alberta is more heavily booked at this time of year than ever before. The C.P.R. hotels especially have commented on this fact.

I think you will find that the personal service which visitors to the Fair will receive from Canadian travel counsellors from the western provinces will be highly satisfactory, for they are experts and they know their own provinces more intimately than we in the national office would. Our people have to answer questions about all of Canada.

Senator DAVIES: I am sorry I was late, Mr. Chairman, but I was attending another committee meeting. I would like to ask what is being done about advertising in Great Britain. I know the British have a big advertising campaign going on in this country. What are we doing over there? Is there a representative of your organization at Canada House to answer questions? Every year when I am over there I receive quite a number of letters about Canada, and a lot of people come to see me. I try to do the best I can, but what is your organization doing over there?

Mr. FIELD: As I said earlier, senator, until April of this year the bureau had no authority to carry out any direct promotion in Britain. We had no offices. We did not provide the same travel counsel services that we provide in the United States. That permission has now been given to us and we will be opening an office in the heart of the travel district in London. Until now we have done no advertising in London or in Britain, and it is possible that we will have to do some this year, but money will have to be found for this purpose because it is not already in our estimates for 1962-63.

Senator DAVIES: I was going to suggest that you will have to pick your advertising media very carefully to make sure you cover a lot of ground. There seems to be a feeling that if you advertise in a London newspaper you cover Great Britain. That, of course, is not true. Some of the papers up in the northern part, like the *Yorkshire Post* and the *Liverpool Post* have extensive coverage, and many people up there are thinking about Canada. I am glad we are doing something to encourage them to come over here. The Cunard line and the Canadian Pacific line are operating ships between Great Britain and Montreal and these ships are practically what we might call economy plan ships. While they carry about 150 first-class passengers, they also carry a thousand tourist class passengers at a very

reasonable rate. There are many people over there who would like to come to Canada and look it over with the prospects of settling here. I am pleased to know that you will have an office in London where you can do something about this.

Mr. FIELD: I have just returned from a six-week stay in London in the course of arranging for the establishment of the proposed office. I had conversations with the travel agents who will be sending a lot of business to Canada and the United States this summer. I had long conversations with the Canadian transportation companies and even those foreign-owned companies that provide service to Canada. I believe that by our efforts we are going to interest more carriers in bringing more people to Canada and we are also going to interest more travel agents in directing more business to Canada. We will need their wholehearted co-operation if we are to do this because the travel agents in Britain control about 90 per cent of all foreign travel from the British Isles. They are very active and have excellent travel offices. They have package trips and tours of all kinds, and the major ones, without mentioning any names, have expressed a great interest in packaging additional trips to Canada. We will do everything we can to stimulate them to do this, and we are not waiting until the office is open. Our staff will be there in April. The new manager of the office is leaving today for Europe to take up his duties, and he will be followed by additional travel counselling staff, and even before we get the doors of this office open they will be working with the travel agents in an endeavour to get more business.

Senator DAVIES: I am very pleased to hear that. I was over there recently for six weeks, and in my opinion Britain was never so prosperous. The people there are looking for places in which to spend their money, and they should spend it in Canada.

Mr. FIELD: You may be interested in this, Senator. While I was there the British Ministry of Labour issued a statement saying that in the last ten years the income of the average worker in England has doubled.

Senator DAVIES: I can believe that. I pay wages over there, and I know.

Senator ISNOR: Mr. Chairman, may I ask Mr. Field a question with respect to the use of films, and the distribution of them? What distribution have you of the films you produce?

Mr. FIELD: Since 1947 the Bureau, through the National Film Board, has had in the United States a national network of travel film libraries. The Travel Bureau each year provides prints of films that are produced in Canada, some by ourselves, some by the National Film Board, some by the provinces, some by the transportation companies and by commercial concerns who feel that it is good business for them to promote the travel industry. We place these films in outlets in the United States. There are some 590 of travel outlets in some 39 states of the union. We place these films there for free distribution to any organization that wants them. In addition to that, through the National Film Board, we make up packages of films which are offered on a free basis to the television stations all through the United States. Mr. Wallace has the figures here if you want them. This distribution has been so effective over the years that we have not yet felt that we ought to have a commercial or advertising program on television. We are also advertising in a small way on radio. We have a small program for which we pay about \$35,000 for radio commercials. The television people in the States have been very co-operative with us. I hope this statement does not incline them to cut us off and charge us for this service they are giving us.

Senator FERGUSSON: Do you feel there is a real demand for these films?



Mr. FIELD: There is a great demand in the United States, and I might add that in Britain there is a tremendous demand for Canadian films. From my research I believe the same thing is true in other countries in Europe. It is hard to get this across to Canadians, but the average person in Europe has never seen a national park of the kind that we have. They have a dim conception of it, but they have never seen anything like our national parks because such areas are not being preserved on the same scale in Europe. There is no program in Europe to preserve such areas, and so far as I know there is no particular plan to do so. In the United States the great recreational areas are being over-used. They are overcrowded. There is no place, for example, along the whole of the Atlantic coast until you come to the border of Canada where a national park can be located. The land in the Atlantic area south of the Maritimes has been co-opted for commercial and private purposes.

So, our films, many of which show the national parks, are really in very great demand. I do not like to be too prolix in answering your question, but I do think our parks are perhaps the most important attractions that we have to offer, not only to the United States but to the rest of the world.

Senator FERGUSON: Is there any place where we can obtain a list of the films you produce?

Mr. FIELD: Yes, we have a list. I have a catalogue here. Would you like to have a copy, Senator?

Senator FERGUSON: Yes, I would. Thank you.

Senator DAVIES: Have you any connection with the Canadian Film Board in London that distributes films about Canada there?

Mr. FIELD: Yes, sir, we will have. At the present time, as I explained, we do not have our travel and wildlife film service in the United Kingdom, but we are making plans for it now, and we hope to provide prints and service libraries in the main centres there.

Senator DAVIES: They are very good, and they do a very good job. I give an exhibition every year over there of Canadian films, and I invite many people to come and see them. As you say, they know so little about Canada. It is about time they found something out.

Mr. FIELD: I discovered on my last trip that it was very hard to find a map of Canada displayed in London, so when we open our new office there the central display is going to be a map of Canada 18 feet wide and 13 feet high. It will be lighted so that it will be on display day and night. We must get across to the people of Europe and Britain the whole image of Canada. They have so little conception of distances here of the breadth and the scope of our country. Their image of Canada is one of a cold country—a great northern country. The climate in Canada is much better—I would say this to the head of the British Travel Office—for a summer holiday than is the climate of Britain. We are trying to get this message across to the people of Britain and the other countries of Europe.

Senator CONNOLLY (*Halifax North*): Are you going to say that in your advertising?

Mr. FIELD: I will not attempt to write an ad. now, Senator, but I do not think we should be reticent about the attractions of Canada. It is true that the British people like "low key" advertising, but I do not think one should be "low key" when talking about Canada. I am a great enthusiast about Canada and I hope it will be reflected in our advertising there in the same way as it is in the United States.

Senator ISNOR: Mr. Field, I do not wish to be critical in what I am going to say about your approach to the export and import figures, but you yourself, in your brief today, referred to a position which we held as an exporting

nation. I think that is a mistake. In business you do not advertise any department that shows a deficit. Rather, you stress the point on which you are particularly strong, and you build it up. I should think that what you ought to emphasize is not the fact of the \$200 million deficit, but the fact that we have the highest importation of cash through the travelling public. Have I made my point?

Mr. FIELD: Yes, you have, Senator, and I agree completely with you. It was only for statistical purposes that I provided those figures in the way I did. Of course, if we are going to talk about a deficit on the travel account I would say that in the first place it disparages the industry, and, in the second place, it is of very little interest to the tourist. We do not advertise such things as deficits, and such information is not in any of our booklets.

Senator ISNOR: Yes, you do. Not only that, but other media use some of this. This document I have here, from Montreal, stresses that point. When there is a field or a market of 180 millions of people, I think you should be striving to turn that deficit into a surplus. Someone has mentioned—I think it was Senator Croll—the comparison which exists between the United States market and the European market. I think the United States is your natural market, with 180 millions of people. Surely you should not show a deficit, when you compare 180 million people with our 18 million people?

Mr. FIELD: Again I agree with you. The report you are reading there is a newsletter—from the Royal Bank or the Bank of Montreal. They stress the deficit in their reports, but the Bureau does not except when we are making a report to a body such as this.

You might be interested in the position which the travel industry has achieved on the international balance of payments account. I will ask Mr. Crombie to make some remarks about this graph.

Mr. CROMBIE: This graph covers the period from 1946 to 1960, as far as we have it. It is projected in accordance with the figures which indicate the way the travel account is growing. On the graph it is a heavy black line and is related to other exports of Canada, such as merchandise; that other line (indicated) represents all exports, and would be away up here (indicated), but it is brought down to show its relationship to travel.

The other line, which is in red, represents our income from freight and shipping—Canadian shipping. The yellow line represents all other current receipts. Particular attention is drawn to this orange coloured line, which is our income from the sale of gold abroad. This green line indicates our interest on dividends from abroad. The bottom line indicates what immigrants bring with them or what we get from inheritances and so on. All these different lines indicate the income to Canada on the international account, the balance of international payments.

The striking point is not only the steady consistent rise of travel but also that in the last year or so it has started to exceed some of the other income factors in our balance of international payments. For example, you will notice that the freight and shipping account has had some pretty turbulent years, up and down, over a period, whereas travel has been showing a most consistent upward climb.

In regard to gold—there is, of course, a subsidy on Canadian gold production—it has remained almost at the level at which it started out in 1946. From \$100 millions it has gone up to about \$175 millions in income. In that period travel income has risen from \$205 millions to this peak here where it was \$423 million, when this graph was drawn.

In 1961 the income for the travel industry was \$473 million. That is according to the preliminary estimates of the D.B.S., which do not show a great deal of adjustment when they are officially issued.



Senator ISNOR: Would you like to tell us your total expenditure?

Mr. FIELD: In the current year, 1962-63, the estimates in the Blue Book will show a total of \$3,367,400 for the Travel Bureau. In the previous year the total was \$3,019,963.

Senator CONNOLLY (*Halifax North*): What is the size of your staff?

Mr. FIELD: At the present time, including seasonal positions, there are 113 people. This includes our offices in the United States and Britain.

Senator CONNOLLY (*Halifax North*): I suppose that the budget has increased proportionately in the last few years?

Mr. FIELD: There has been a marked increase, beginning with the estimates of 1957-58 when the Special Atlantic Provinces campaign was inaugurated. That campaign has continued to this day. There was a \$300,000 jump in 1957. In 1957 the figure was \$1,959,000. In the present estimates the figure for the Travel Bureau is \$3,367,000. There has been an increase of about \$1,400,000 since 1957-58.

Senator CONNOLLY (*Halifax North*): Is all your printing done in Canada?

Mr. FIELD: All our printing of booklets and posters is done in Canada. I am not sure that this will continue when we go into European operation.

Senator CONNOLLY (*Halifax North*): Why?

Mr. FIELD: There will sometimes be a question of getting the publications printed quickly. For example, when we apply the service booklet technique to Europe it may be that a relatively small number would be produced locally.

Senator CONNOLLY (*Halifax North*): Would that be a justification for printing them across the border, for example, having regard to the latest tax imposition on certain American publications?

Mr. FIELD: We have never used American printing houses to produce literature for the Travel Bureau. I see no reason why we ever should.

Generally speaking, in the last few years we have upgraded the quality of the publications issued by the Travel Bureau. We have improved them and diversified them. We have made them more effective and this is reflected in the demand for them. The inquiries have risen in number from about 600,000 to about 900,000, in the last five years, representing an increase of 50 per cent.

Senator ISNOR: I am not an authority on this point, but I wonder if you are using too many different types of pamphlet. It is generally agreed, I think, that Nova Scotia has the finest type of booklet. I am just stating a fact which is well recognized. Nova Scotia has the finest type of booklet in the ocean playground. It is better than any booklet produced by any other province in Canada. But they have also restricted their effort to a fewer number than most provinces. I am wondering if you are making a mistake by having too many types of publications or pamphlets.

Mr. FIELD: I do not think so, sir. We go over our list of publications very carefully. The responsibilities of the federal travel office are somewhat larger than those of the provincial travel offices. The federal bureau has the job of producing most of the folders for the national parks, for example. What I was pointing out to you was that there is a need for a promotion or a sales type of booklet like "Invitation to Canada", or the Trans-Canada Highway booklet, which you see on the right-hand panel before you. The only way we can keep the cost down is to order them in large quantities, and also by not changing them just on a whim. I believe the booklet "Invitation to Canada" is now in its fourth year of printing. But in these service booklets there is need for almost constant change as new accommodation is provided, as newer sections of the Trans-Canada Highway are completed. We have to change the service booklets and give up-to-date information. We make an inexpensive booklet which is

not promotional and only answers questions about services. We use the more expensive booklet to do the sales job. That is the reason for two types of travel booklets.

Senator ISNOR: I think that "Invitation to Canada" is a very fine booklet. I had another thought in mind with regard to your pamphlets, and that is with regard to the size. I think you should restrict them to certain sizes so as to fit into the standard envelopes. Has that ever been given any thought?

Mr. FIELD: Yes. The standard envelope size is used for "Invitation to Canada", that is, the blue and white book on the panel. It is called a double rack size.

Senator ISNOR: Four and a half by nine is the one size, and that is a little more than four and a half by nine.

Senator DAVIES: The cost of printing has gone up very much lately, has it not?

Mr. FIELD: Yes; but I must say the cost of printing our large promotional books, upon which we spend most, has come downward—the per unit cost has come down every year for "Invitation to Canada".

Senator FERGUSON: Do you have a staff engaged in designing for making the front covers of these pamphlets?

Mr. FIELD: No; we do not have a staff; in other words, we do not have people on our own payroll for that purpose. We use the design section of the Queen's Printer, and with his concurrence we hire outside designers who come in at a fee and may submit a number of designs for a single job. We work very closely with the Queen's Printer in all matters of printing.

Senator CONNOLLY (*Halifax North*): Does the word "Canada" appear on every title page of your bulletins?

Mr. FIELD: Yes, the word "Canada" appears on every booklet.

Mr. CROMBIE: The word "Canada" or "Canadian" appears on every one. Sometimes the word "Canadian" appears instead of "Canada".

Senator ISNOR: Even on the "Hay-Fever" publication?

Mr. CROMBIE: Yes, sir, the word "Canadian" appears.

Senator FERGUSON: "Hay-Fever" appears at the bottom.

Mr. CROMBIE: These were the old ones. As the years went by, progressive improvement was shown in them.

Mr. FIELD: I should make it plain that the bureau with all its responsibilities is producing only 47 different booklets a year, and these cover the whole range of general promotion: specialized booklets like the "Border Crossing" booklet, which deals with regulations. There are booklets dealing with fishing regulations in each province; a whole list of national parks booklets, some of which we are now telescoping into regional booklets, for example all the national parks in the Canadian Rockies; booklets on the events in Canada; service booklets dealing with Trans-Canada Highway; a very useful and inexpensive one on Canadian weather which is very much in demand, and which covers the whole country. Also, and I do not mean to pat ourselves on the back too hard, but I think it is only fair to say, after studying the publications of other countries, that we have as good and as complete a range, as any country in the world. I think we are the only office that is in the position to provide, with the provincial booklets, to any inquirer, a complete list of every place of accommodation in Canada. Now, the reason this is possible is that the provinces over the years have developed these accommodation booklets so that an inquirer, if, for example, he is going to visit the three provinces of the Maritimes, can be given three small booklets with a complete list of every place that will look after him overnight.



Senator DAVIES: Do all the provinces have their own travel bureaux?

Mr. FIELD: That is right.

Senator DAVIES: Are they cooperative?

Mr. FIELD: Very much so, sir.

Senator CONNOLLY (*Halifax North*): Aside from that, we hear very often about the advisability of Canadian tourism for Canadians. It is largely a sentimental thing, but it does have some practical value. What has the bureau done about that?

Mr. FIELD: The bureau's job, as I explained earlier, is to bring traffic into Canada and the interpretation of our role has been that it is an external one. We do not maintain any offices in Canada; we do no advertising in Canada. The reason for this, I think, comes from the recommendation of the Senate Committee in 1934. I believe that the Senate Committee felt that the bureau should do the major job outside Canada and that the provinces should be responsible, in the division of duties, for the encouragement of travel inside Canada by Canadians.

Senator CONNOLLY (*Halifax North*): I recognize that, but the concept of the function of your bureau is to bring tourists into Canada, and it is a straitjacketed one. It is to develop the tourist business of Canada. That is a more accurate definition than to develop tourism in Canada for Canadians. If I am correct in that, then it is equally your function to encourage Canadians to see their own country.

The CHAIRMAN: And to coordinate with the provinces in that regard.

Senator CONNOLLY (*Halifax North*): The provinces are committed one with the other. They are all competing for their share of the tourist dollar. Nova Scotia is not going to encourage Nova Scotians to go to British Columbia and vice versa, nor is any other province going to do likewise; so it becomes the function of some body to deal with that, and I submit that is the function of your body, if there is any value in this idea of "travel across Canada for Canadians".

Mr. FIELD: I must say there is a real value in the production of booklets like those on the Trans-Canada Highway, which we provide to the provincial travel offices to distribute. I think this has done much to encourage more Canadians to see more of their country. But that is one kind of service and promotion work. I was referring to advertising. We do not do any advertising in Canada. We work with the Canadian Tourist Association in their program called, "Know Canada Better". I did not want to say, "See Canada First." The slogan is, "Know Canada Better"; and we work with C.T.A. to induce more Canadians to see more of their own country.

Senator CONNOLLY (*Halifax North*): Do you buy space in Canadian publications?

Mr. FIELD: No.

Senator CONNOLLY (*Halifax North*): I would suggest that the bureau give some serious thought to expending some of its money on buying space in Canadian magazines and publications, to encourage Canadians to tour in this country.

The CHAIRMAN: That is a good idea.

In the newspapers of this country we get whole pages of tourist advertising. It is printed often as a story, and the package tourist business is becoming important. In the newspapers nearly every day you see: "Take this trip. The tour lasts 40 days"—and so on. When the people who have taken such trips come home they admit they have seen and done so much more than they could possibly have seen and done otherwise, going on their own. You have never

considered anything like a package deal, for a trip across Canada, for instance, with a guide, and so forth?

Mr. FIELD: We not only have a first-rate booklet on package tours across Canada, but we advertise it. We do not advertise it in Canada. The booklet is designed to help the tourist in the United States to take a package trip, an all-expense trip, or guided tour, into any and every part of Canada. It is a very inexpensive booklet, but it is one of the most effective we employ.

The CHAIRMAN: Is it advertised in American newspapers?

Mr. FIELD: Yes.

The CHAIRMAN: Would it not be well to spend some of this advertising money on Canadian newspapers?

Senator CONNOLLY (*Halifax North*): The transportation companies were doing this before you ever did it with your booklet.

Mr. FIELD: Yes, they are selling their own services. This booklet is a compendium of all the package tours that come into Canada by rail, plane, bus or boat.

Senator FERGUSSON: I should think that would encourage Canadians to take similar tours.

Mr. FIELD: It is available in Canada, but it is not advertised by us in Canada.

Senator FERGUSSON: Supposing I wanted to get it, I would not and did not know there was such a booklet in existence until you told me about it.

Mr. FIELD: This goes back to our terms of reference. Heretofore the interpretation of the role of the bureau has been to bring tourist traffic into Canada from other countries. We can distribute our booklets in Canada, but I think this matter of paid advertising in Canada is something that would have to have very careful attention and scrutiny.

Senator INMAN: I think it is high time a booklet like that was advertised in Canada.

Mr. FIELD: We can do this by publicity, but I am referring now to direct advertising. I think you would grant—as you said a little while ago, senator—that Nova Scotia is in competition with British Columbia for tourist traffic, and if the federal Government was advertising in, let us say, Nova Scotia to bring people into the province of Quebec, I think that would be resented.

Senator FERGUSSON: A booklet like that shows package tours all over Canada and certain places?

Mr. FIELD: These package tours emanate from the United States.

Senator DAVIES: Do you have to work on a limited budget?

Mr. FIELD: Yes, we do.

Senator CONNOLLY (*Halifax North*): It depends on the definition of the word "limited".

Mr. FIELD: We are, at present—

Senator CONNOLLY (*Halifax North*): I do not know what Senator Davies meant by that question.

Senator DAVIES: Are they given a limited amount to spend each year, or can they spend as much as they like?

Senator CONNOLLY (*Halifax North*): The senator knows better than that.

Mr. FIELD: If this answers your question, senator: we are spending \$1,800,000 on direct advertising of all kinds in the United States.



Senator CONNOLLY (*Halifax North*): I am concerned about the lack of revenues on the part of Canadian publications. I should like to see them get some additional revenue, aside altogether from the good they could do, because they have been severely handicapped, as is well known, and certain repressive measures will have to be taken to buoy up their revenues. For a department of the Government of Canada to refrain from taking advantage of their facilities is, to me, rather serious.

Mr. FIELD: It might be of interest if I just read from a report made by the Canadian Tourist Association on advertising by the provinces. By a coincidence the 10 provinces spent last year a total of \$1,800,000 on direct advertising, and a great deal of that was spent in Canada. As has been said here, several times, the 180 million people in the United States comprise the biggest travel market we have. The U.S. is our biggest customer and the cost of advertising in publications in the States has risen steadily, until it is beginning to be beyond the resources of certain provincial travel offices. They cannot handle it, and so here is an effective role that the federal travel bureau can play, with its larger budget and larger resources, in showing the image of Canada to this great travel market that exists in the States.

Senator CONNOLLY (*Halifax North*): What would you think of this idea? A goodly part of your dollars \$1,200,000, or a little less, for this year will be spent on advertising.

Mr. FIELD: \$1,800,000.

Senator CONNOLLY (*Halifax North*): \$1,800,000?

Mr. FIELD: Yes.

Senator CONNOLLY (*Halifax North*): Substantially more than half?

Mr. FIELD: Yes.

Senator CONNOLLY (*Halifax North*): The provinces, for the most part, do not have the financial capacity even that your limited budget in the travel bureau has. You said a moment ago that your function is to bring tourists into Canada, which it is. What would you think of this: instead of making an expenditure of about \$1,800,000 on your own, on the assumption—and I do not say this provocatively—that you know more about travel needs in Canada than anybody else, what would you think of assisting the provinces in their advertising budgets, on a percentage basis, and spending less than the \$1,800,000, which you are going to spend this year?

Mr. FIELD: I think that is a matter for the Government to decide.

Senator CONNOLLY (*Halifax North*): That may not be a fair question. I did not mean it in that sense.

Mr. FIELD: But I should like to say this, however—and I am not interfering, I hope, in Government policy in this regard—I believe that whatever money is spent, coming from whatever source, on the promotion of tourist traffic, brings immediate benefit to the whole economy of Canada; and I am all in favour of seeing the provinces spend more money on tourist promotion. I will say this, that when the special Atlantic provinces campaign was begun, with a budget of \$300,000 in 1957, there was some speculation inside my bureau concerning what the Atlantic provinces would do about their own travel promotion budgets. When this new program came in would they then curtail their own spending? If they had done so the effect of the new campaign would have been dissipated. Well, instead of that the Atlantic provinces have steadily increased their budgets and so we have had a much healthier and more income-producing traffic into the Atlantic provinces as a result. Referring again to your remark, Senator Connolly, I still believe from whatever source, whatever money can be put into travel promotion brings immediate benefit to our whole economy.

Senator CONNOLLY (*Halifax North*): You recognize of course that eight provinces suffer great disadvantages because of the major drawing power of two provinces. While it is good theory to say that if one province benefits all the other provinces benefit, but that is not practical. How do we offset the greater drawing power of Quebec and Ontario to the benefit of the eight less favourable provinces. Is it possible to do that?

Mr. FIELD: This is a problem that is soluble. I think it could be resolved but I do not quite agree with you about the drawing power of the two central provinces in comparison with the Atlantic provinces.

Senator CONNOLLY (*Halifax North*): I was not talking about the Atlantic provinces alone, I was talking about eight provinces compared with the provinces of Quebec and Ontario.

Mr. FIELD: That is right, you were talking about eight provinces. But let us for a moment just take the Atlantic provinces. The fact is that those provinces are part of the showcase presented to the American travelling public. There will be people living in Cleveland, for example, who will be attracted in coming to Canada because of our presentation of the Atlantic provinces, because in the Atlantic provinces they can see something they won't see in Ohio, so they will drive into Ontario and head towards the Atlantic provinces. It is only a question of time and money as to how far they can go in that direction. We know people will become interested in travel to Canada if they see a picture of Cape Breton or British Columbia, or the Canadian Rockies; they may not actually get that far, but they do come to Canada.

Senator CONNOLLY (*Halifax North*): Are you now identifying all the pictures that you show in your literature? If you show a cove located in Cape Breton do you usually now say that it is, for example, a picture of Portuguese cove?

Mr. FIELD: We caption a great many of them.

Senator CONNOLLY (*Halifax North*): So in your literature it becomes only a picture, there is no specific benefit to the province from which the scene is taken?

Mr. FIELD: Yes, I think it is of specific benefit. When a person writes to us he indicates his interests in the place represented by the picture. That inquiry can be passed on to the province. We have a referral system that is almost automatic so the province has a chance to send its literature to the inquirer.

Senator ISNOR: I think it is interesting to note, Mr. Chairman, that travel in Canada so far as Nova Scotia is concerned, has shown a very marked increase from 1952 to 1960. The increase in American tourists amounted to only 25 per cent but the increase in tourists from one province, that of Ontario, increased in the same period 400 per cent. This is a very striking figure and I think it is largely because of what was inaugurated a few years ago, not the campaign of "See Canada First", but the other one, "Know Canada Better". I think that has been very helpful so far as Nova Scotia is concerned. It showed up in the large increase in Ontario licence plates seen in Nova Scotia.

Mr. FIELD: Mr. Wallace may be able to give you some information on that. I think the provinces are spending a larger proportion of their budget in Canada because they realize there is business to be had in Canada that they were not getting before. That is one of the reasons for the increase.

Senator CONNOLLY (*Halifax North*): I am in a cynical mood this morning, Mr. Chairman. I prefer to believe that the increase in tourist traffic from Ontario and Quebec into Nova Scotia and other sections of the Maritimes is due to the thousands of central Canadians who served in those provinces



during the last war, who developed friendships there, who developed a liking for the locale, and all because of that go back in ever increasing numbers every season, and continue to go back.

Senator INMAN: I think that is very true.

Senator ISNOR: I think there is a lot to be said about that, Mr. Chairman.

Senator DAVIES: It is also due to the fact that the Atlantic provinces are located not too far from Ontario. If those same people were to go to the west it would take a much longer time to get there.

Senator ISNOR: I think they like to travel on good roads.

Mr. FIELD: In support of what Senator Connolly has said, that we spend a lot of money on advertising, our surveys show us that by far the best form of advertising is word of mouth advertising. The people who went to the Maritimes during the war, or after the war have spread the good word amongst their friends. That is why we emphasize in the "Know Canada Better" campaign the importance of local participation in developing the tourist business. The average citizen in Canada can help us just by being nice to visitors whether he is a visitor from the United States or Quebec or Ontario; if he will just take the time to answer a few questions and do it in a polite and friendly way he is helping us develop more business.

Senator CONNOLLY (*Halifax North*): Perhaps the director of the travel bureau, Mr. Chairman, might tell us something, I do not mean in general form, but specifically, about whether or not there has been an improvement in accommodations and services of various kinds in this country.

Mr. FIELD: There is a survey that is undertaken by the Canadian Tourist Association on building of new accommodation, and I think the one last year showed that there was about \$20 million spent on new accommodation or on improving accommodation. I might say that the inclusion of tourist operators in the small business loans program has been very helpful. It has provided a loan source for many operators who needed it to expand and improve their services. We will always be urging operators in Canada to provide better services. We will always be urging the restaurant associations, national and local, to upgrade their meals and services, to spend more time on training people in the greeting of visitors. We will always have to do this. Coming back from Europe I can see that we have a lot to do here. When you see the development that has been made in Britain, Switzerland, France and Germany to provide accommodation and a high standard of meals at a reasonable price, you realize that we will have to be preaching and teaching this message in the coming years, particularly so far as foreign visitors are concerned.

Senator INMAN: That is one of the criticisms I have heard from visitors coming to Canada. I have heard it in the Maritimes where I had something to do with the tourist business in a small way for ten or fifteen years. The visitors felt they were charged too much for the accommodation and meals they received. I think that is true. Visitors would tell me, "We saw a lovely spot but we didn't know where we were." This is something the provinces will have to look after but there are just not enough place names provided.

Mr. FIELD: As we develop the tourist industry we will begin to fill in the gaps. It is up to the provincial governments, where they control these areas, to provide place names so that visitors and travellers can stop and be photographed beside the name of a waterfall, a lake or some historic site.

Senator FERGUSON: Is this not something in which your department could give leadership to the provincial governments?

Mr. FIELD: Yes, and we do this at the federal-provincial tourist conference in November each year when these matters are discussed. It is a matter of our

urging them to do more placing of names. It is a matter of urging our own federal parks branch to see that places are properly identified for the enlightenment of travellers.

So far as food is concerned I find in this industry there is always a tendency on the part of the average Canadian to denigrate what we have. I don't mean, Senator Inman, you were doing this, but I find that people too often are reluctant to say, "Well, this is a wonderful place. It is something that one won't find anywhere else." It is part of the "Know Canada Better" program and public education to build up what we have. Mr. Wallace reminds me that at our recent federal-provincial tourist conference one of the leading travel men of the world, John Bridges, director-general of the British Travel and Holiday Association, said in his remarks that Canada has everything for vacationing. He was preaching to the saved when he said this, but it is true. When you see the cramped, crowded conditions in other countries—and I am not mentioning any country specifically—you realize what Canada has to offer the visitor. The average Canadian must become a salesman, in fact, for the tourist industry and not knock it.

Just another word about food. How many times have I heard people say—and Maritimers too—that you cannot get good fish down there? I don't want to hear anyone say that to me again. It makes me angry, for I know you can go almost anywhere in the Maritimes and get good seafood. I would like to see more Atlantic seafood being sent up into Ontario and Quebec, but you can certainly get it down there. The whole shibboleth of how you are unable to get fresh fish in the Maritimes is nonsense.

Senator INMAN: A great many of the resorts do not serve enough fish.

Senator FERGUSON: You say you can get it in the Maritimes but you can't get it at every restaurant.

Mr. FIELD: I went to a little restaurant in Charlottetown—I won't mention any names but I think you know it—and I was delighted to see on the menu eleven different fish dishes. That was an ordinary luncheon menu and I thought it was wonderful.

Senator FERGUSON: It sure was.

Mr. FIELD: That is more than I could get in London in the average restaurant.

Senator FERGUSON: But that would not be the average restaurant in Charlottetown.

Mr. FIELD: It was a moderately-priced menu too.

Senator FERGUSON: Yes, but they all don't have that kind of menu. In Moncton you can get delicious fish but you cannot get it at every restaurant.

Senator INMAN: When I had a place I stressed fish on the menu and I saw that it was fresh and not frozen except in the winter when the tourists were not around anyway. People would come to my place and say, "We came here to get fish. We are staying at such-and-such a place and we had fish only once during the week. That is not good enough."

Mr. FIELD: I certainly agree with that. The serving of local dishes is most important, and if it is a region where fish is available I think it is incumbent upon every operator to have lots of fish dishes on his menu. I am very fond of fish myself and when I was stationed in New York for seven years with the Travel Bureau I visited most of the fine seafood restaurants. One of the delicacies there was shad, or shad roe, but the best shad I ever tasted in my life I had in New Brunswick.

Senator FERGUSON: Well, the Petitcodiac River shad is world famous.



Mr. FIELD: But you can't get it in the states of New York or New Jersey. Incidentally, the state of New Jersey prides itself on its shad but they don't know what shad is until they come up to New Brunswick.

Senator ISNOR: Mr. Field, what are you doing to encourage the average tourist to stay longer than 24 hours in Canada?

Mr. FIELD: The statistics we have been quoting here are based on the definition of a tourist as being someone who stays longer than 48 hours. We are not directing a special campaign at someone who is just crossing the border for a day. There are, however, in every one of the major border-crossing places reception centres which are maintained by the provincial governments. I think these reception centres are doing valuable work in getting people to stay longer. Our own booklets and advertising are designed to get people to come to Canada, and then go a little further. It is one of the great ends that is accomplished by advertising events in Canada. If we can get people to come to see an event, particularly if it is a little further away than they intended to travel, then we are earning more money for Canada.

Senator CONNOLLY (*Halifax North*): Mr. Chairman, may I make one final observation?

The CHAIRMAN: Yes, Senator.

Senator CONNOLLY (*Halifax North*): For many years, in my view, the Canadian Travel Bureau has been in the category of an orphan child insofar as the Government of Canada is concerned. It has been moved from one office to another, and from this department to that department. I think that the work of administering the Bureau has not been as effective as it might have been because those charged with its administration never knew under which minister or deputy minister they were going to serve. At the moment the Bureau is under the Department of Northern Affairs.

Mr. FIELD: That is right, Senator.

Senator CONNOLLY (*Halifax North*): I could not imagine a more unlikely department for the Canadian Travel Bureau to function under than that of Northern Affairs. It presumes to be functioning in the interests of the Canadian tourist business and yet it is given an Alaskan touch and is put up with the Eskimos.

For what it is worth I submit that the Canadian Travel Bureau ought to be under the jurisdiction of the Department of Trade and Commerce. It deals in dollars, a rather valuable commodity. It is the function of the Department of Trade and Commerce to increase the trade potential of this country within and without, and I suggest that of all the departments of Government the Department of Trade and Commerce is the one to which this Bureau should be linked. I submit, Mr. Chairman, that this committee ought to give serious consideration to recommending to the Government of Canada that the Canadian Travel Bureau be placed under the Department of Trade and Commerce.

The CHAIRMAN: That seems to be a logical suggestion because then the Canadian Travel Bureau could be represented in all the trade commissioners' offices that are being set up throughout the world. I suppose this situation came about because it was considered that the north country would eventually be concerned with tourism. At the present time we have an immense tourist traffic up to Churchill. The railroad runs several trips during the summer, and I am told they are so popular with Americans that they book space for the next year each time they come. Perhaps it all started when the Americans were located at Churchill in the army.

I, myself, have made two trips up there, and the train has always been crowded with Americans. Some of them told me that they go up every year,

and they enjoy the trip through the woods to the Bay very much. Perhaps that is the reason why the Bureau was placed under the Department of Northern Affairs. However, I think your suggestion is a very good one, Senator, and that the Bureau could operate more efficiently under the Department of Trade and Commerce.

Senator FERGUSON: May I make one comment, Mr. Chairman? It came to my mind while I was listening to Senator Connolly speaking. I would like to ask Mr. Field if he thinks that in presenting Canada's picture in Europe and the United States over-emphasis is placed, perhaps, upon the Indian and Eskimo population.

The pamphlet that Mr. Field gave me also brought this to my mind. This catalogue of films is a beautiful publication, but Senator Jodoin and myself both thought that it over-emphasizes the Indians and Eskimos. For instance, there is a picture of a totem and somebody who looks like an Indian skiing, and there is a tepee. It seems to me that this gives to people of other countries the idea that this is what they will see when they come to Canada, when actually it is not.

This is not really a criticism of your department, Mr. Field, but I have been told from people from embassies, who have asked for films to show in other countries that a great many of the films provided for them are of Eskimos and Indians. It may be that this is good business for the travel bureau because our Indians and Eskimos are more colourful, and perhaps these films attract more people. But, perhaps the people who are attracted expect to see more Indians and Eskimos than they do when they come to Canada. Are we giving a proper image of Canada by distributing so many such films?

Senator ISNOR: That is why people visiting Canada bring their fur coats with them.

Senator INMAN: I saw one arriving in July with skis.

Senator CONNOLLY (*Halifax North*): Mr. Chairman, I move that we now adjourn.

Some hon. SENATORS: Agreed.

—The committee thereupon adjourned.

















